

CLOSER BOLDER WARMER

In Daytona Beach, you're free to enjoy your romantic escape to the fullest. Explore 23 miles of sun-soaked beaches. Spend the day together kayaking in Ponce Inlet. Savor a breezy seaside dinner for two. Because here, it's not a matter of squeezing in all there is to do. It's about getting the very most out of every moment. **So, come.**

Seize the day. Better yet...

SEIZE
THE
DAYTONA
DAYTONABEACH.COM



SUNNIER HAPPIER SANDIER

Welcome to Daytona Beach. Where you're free to enjoy all this legendary destination has to offer, from sun-soaked beaches to seaside dining to so much more. So, come say hello to your family's new favorite vacation spot. **Seize the day. Better yet...**

SEIZE
THE
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DAYTONABEACH.COM



**For a free Visitors Guide,
visit DaytonaBeach.com
or call 800-873-7125.**



WILDER FRESHER FREER

At Daytona Beach, you're free to throw your worries to the wind and embrace the scenery around you. Turn your morning into an exotic birdwatching excursion. Spend the afternoon exploring marine life by paddleboard. Catch your dinner after an awe-inspiring river tour. With so many endless adventures waiting, Daytona Beach makes the great outdoors greater and your vacation here a whole lot better. So, come. **Seize the day. Better yet...**

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Top Line Report

Florida Tourists
Columbus, Ohio

Prepared for Halifax Area Advertising Authority

By:

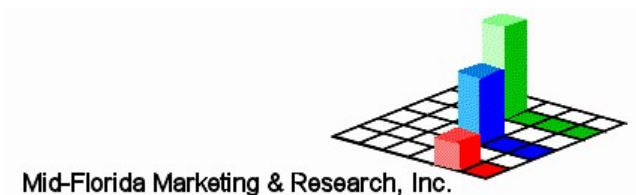


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MISSION

The staff, the advertising committee of the Halifax Area Advertising Authority (HAAA), and its advertising agency, has planned an aggressive campaign in the Columbus Ohio area.

The campaign would be multi-media, with a commitment of resources for several years.

Recent Image & Use studies have demonstrated that those who do not visit Daytona Beach are unaware of the attractions, activities, dining and shopping opportunities.

The job of advertising is to show them reasons Daytona Beach would please them.

Before committing to the Columbus campaign it was decided to accomplish focus groups in the Columbus market., exploring the tourism decision making behavior and opinions of residents.

In addition the current advertising campaign; television and print, was also tested in the sessions.

METHODOLOGY

Two focus groups (each) were conducted with residents of Columbus.

Respondents:

1. Were of middle income
2. Had visited Florida on vacation, at least twice, in the past four years
3. Had made only one visit to Walt Disney World and the Orlando resort area
4. Had stayed in hotels and motels, rented timeshares; or rented homes and not with friends or relatives.
5. Had traveled with children and/or without children
6. Had traveled by air and/or auto
7. Had not traveled for business or to visit friends or relatives

The groups began with discussion of decision making regarding Florida vacations, sources of information, travel behavior and methods, images of various state destinations, including the subject destinations and those considered competitive, desired components of travel advertising, etc.

Respondents looked at new and proposed print ads; two versions of the 30 second TV commercials, and magazine co-op ad.

The groups took about 2 hours and respondents were paid an incentive for participation.

The groups were videotaped and these are available.

FINDINGS

DECISION MAKING BEHAVIOR & DESTINATION CHOICE

Columbus residents believe they know Florida; they go often and have visited a lot of the Florida destinations

Their planning times are widely diverse; from a year to 6 months to a few week.

Timing depends on several things. If the family is limited to a specific vacation time they make their plans as soon as they know the dates.

If they've been going to the same place, they often make the choice as soon as the previous visit ends.

They plan and purchase; without a lot of time in between. They are not concerned the prices might decrease, as the trip gets closer.

Many rent houses or condos, from individual owners or agencies. They are satisfied with that experience.

Columbus respondents choose quieter destinations or destinations at quieter times. The one exception is Walt Disney World.

Respondents use the Internet to research destinations. They Google a destination they are interested in.

They want to make the approach and do not want to be followed or to receive unsolicited pop up or sidebar ads.

However, they welcome email from sites they have subscribed to; especially destinations with offers

They subscribe to travel deal sites such as TravelZoo, Kayak and Cruise 411, etc.

The vast majority will not click through a pop up or sidebar ad on a website; although one or two might look at the site later if it is enticing.

Columbus residents rely on Trip Advisor, Expedia and Travelocity to research travel; including travel to Florida

They are comfortable renting rooms with the on-line travel agencies and they also use airline websites for packages with air & hotel.

They are split among those who drive or fly; some do either, depending on the situation

They visit all parts of the state.

Most feel they've seen the parts of Florida they want to see. Some look forward to St. Augustine; others mention they'd like to see Key West.

When asked to comment on a list of Florida destinations, they said:

City	Comments
Panama City	Party, night life, spring break, laid back, nice white sand, laid back, would like to visit
Destin	White sandy beaches, family, (family) spring break, (many had no comments)
Cocoa Beach	Relax, Cape Canaveral, families (many had no comments)
Ft. Myers/Sanibel	Lots for family & couples, relaxed, beautiful beaches, shells, expensive
St. Augustine	Beautiful beaches, pretty, historic, shopping, fort, lots to do, old people
St. Petersburg	Family, long bridge, good place to drive through, golf, underrated
DeLand	No Comments
Key West	Fun, casual, wild places, far to go, southernmost place, want to go, party, spring break
Fort Lauderdale	College spring break, college students, cruise port, dumpy, older
New Smyrna Beach	Quiet, excellent rental homes, (most had no comments)
Amelia Island	Beach, secluded, golf, resorts
Daytona Beach	Party, Spring Break, outdated, crowded, too busy, long beach, drive on beach (negative), racing, too touristy, redneck, starting to fall apart
Miami Beach	Crazy airport, unappealing, night life \pm , traffic, surfers, upscale, want to go try the food & see the (diverse) people, too crowded, ethnic, retro, progressive, fun, excitement
Clearwater	Great/good beaches, near Orlando, good for Disney, (most had no comments)

Columbus residents who have been to Daytona Beach have not enjoyed it; unless it was a college Spring Break experience, which they don't want to repeat as adults or with their children

Others are unable to find reasons for choosing Daytona Beach over other beach destinations.

They don't like cars on the beach and one respondent had been visiting when a vehicle on the beach struck a child.

The few who had visited acknowledge they have stayed in good hotels, but they also mentioned the run down areas surrounding their hotels and unappealing hotels in the same area

ADVERTISING TEST

The Advertising was presented with the print ads shown before the TV in the first session; and the order reversed in the second session.

As soon as respondents noticed the ads were for Daytona Beach, there was resistance.

The advertising did not change any minds about Daytona Beach or entice them to visit the website.

For some the TV confirmed their image of the area as wild and noisy and frenetic; without reasons for them to visit.

The images in the TV ad were not sunny. They did not want or need to see the racecars. They know about Daytona Beach and car racing and it wasn't a draw.

The white lettering was distracting and the words were not positive to them.

Of the two, they liked the family version better, but they would not take action after seeing it.

The print ads seemed disconnected to them. The copy didn't relate to the images, and the images were typical beaches without anything that specifically said Daytona Beach.

They said the advertising did not differentiate Daytona Beach from other beach destinations or illustrate any reasons for them to choose the destination over other more familiar and satisfying beaches.

The misspelled white lettering generally, irritated them. It did not amuse them.

It caused them to pay more attention to the lettering and the typeface than the message of the ad.

The Seize the Daytona line, while inoffensive to the majority, didn't resonate or cause them to take action. They didn't get it.

They don't believe Daytona Beach is the World's Most Famous Beach.

The one enticing ad was the Co-op; demonstrating Daytona Beach has good hotels, with a beautiful beach area and deals to be had.

Those who would respond to the co-op ad would visit the Daytona Beach website first to find reasons to choose the destination and then would go to the individual property sites.

Regarding the advertising, specifically:

- a. They disliked the image of the man carrying the woman on the beach; it seemed artificial and unrealistic
- b. They liked the images of the Mother and Son/Daughter; but it was not compelling
- c. They wanted to see more of the area and people; the people took up too much of the photos in the print ads
- d. They need to see, at least some of the things the ad talks about
- e. The TV ad did not illustrate the sunny Florida they were looking for
- f. The co-op ad needed more of the beach and less of the couple
- g. The images of the hotels with the panoramic beach and pool decks were the most enticing
- h. Mentioning Trip Advisor in the hotel ads was very useful